

Sustainability Report

2025/26

BLOOM
& WILD

A message from Aron Gelbard, Bloom & Wild's CEO and Co-Founder

The past two years have been defined by a major commitment: officially becoming a certified B Corporation™. This certification is a public pledge to balance profit with the interests of our people and the planet, and marks our dedication to high social and environmental standards.

It also sets the tone for the journey ahead, as we look to build on that foundation and continue to embed care into every layer of our business.

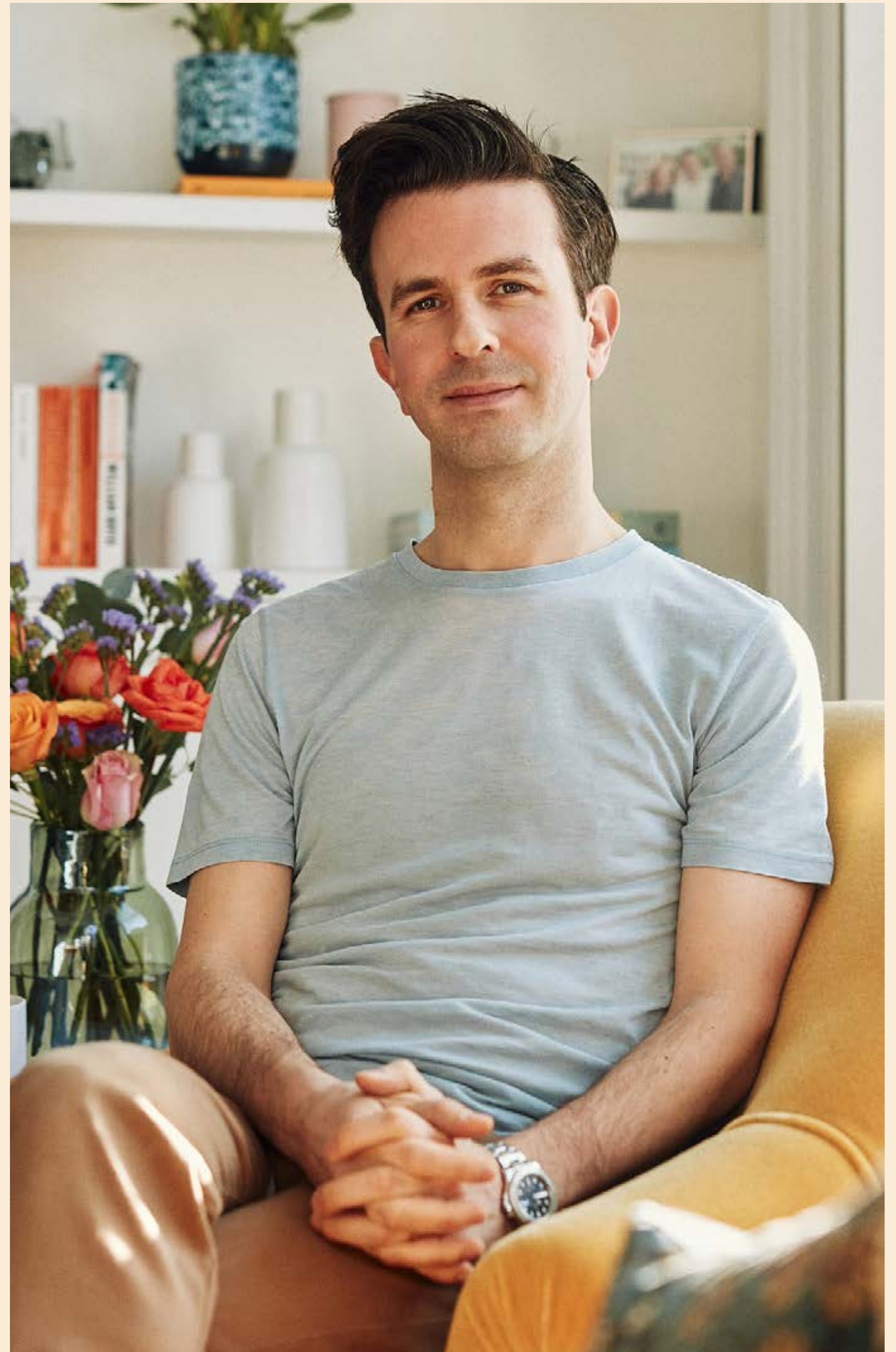
As a company that relies on the natural world, we know our flowers and plants depend on us to protect the environment in which they're grown. This report is a transparent update on where we are on that journey. You'll read about the innovations that are helping us reach our Net Zero goal – halving our emissions by 2030 and becoming Net Zero by 2045 – as well as the work our team is doing to make our supply chain even more thoughtful.

We're still holding ourselves accountable to the sustainability compass we developed with experts from academia, NGOs, and suppliers. This sets out our biggest priorities, in line with the United Nations Sustainable Development Goals.

It's our commitment to you that we will continue to challenge ourselves every day to be the best we can be.

If you have any feedback or questions, don't hesitate to get in touch here: bloomandwild.com/contact-us

Aron



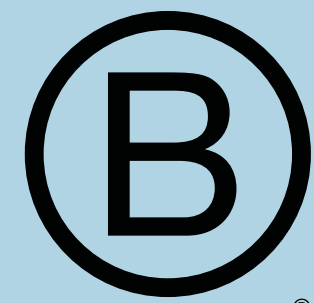


United Nations
Global Compact

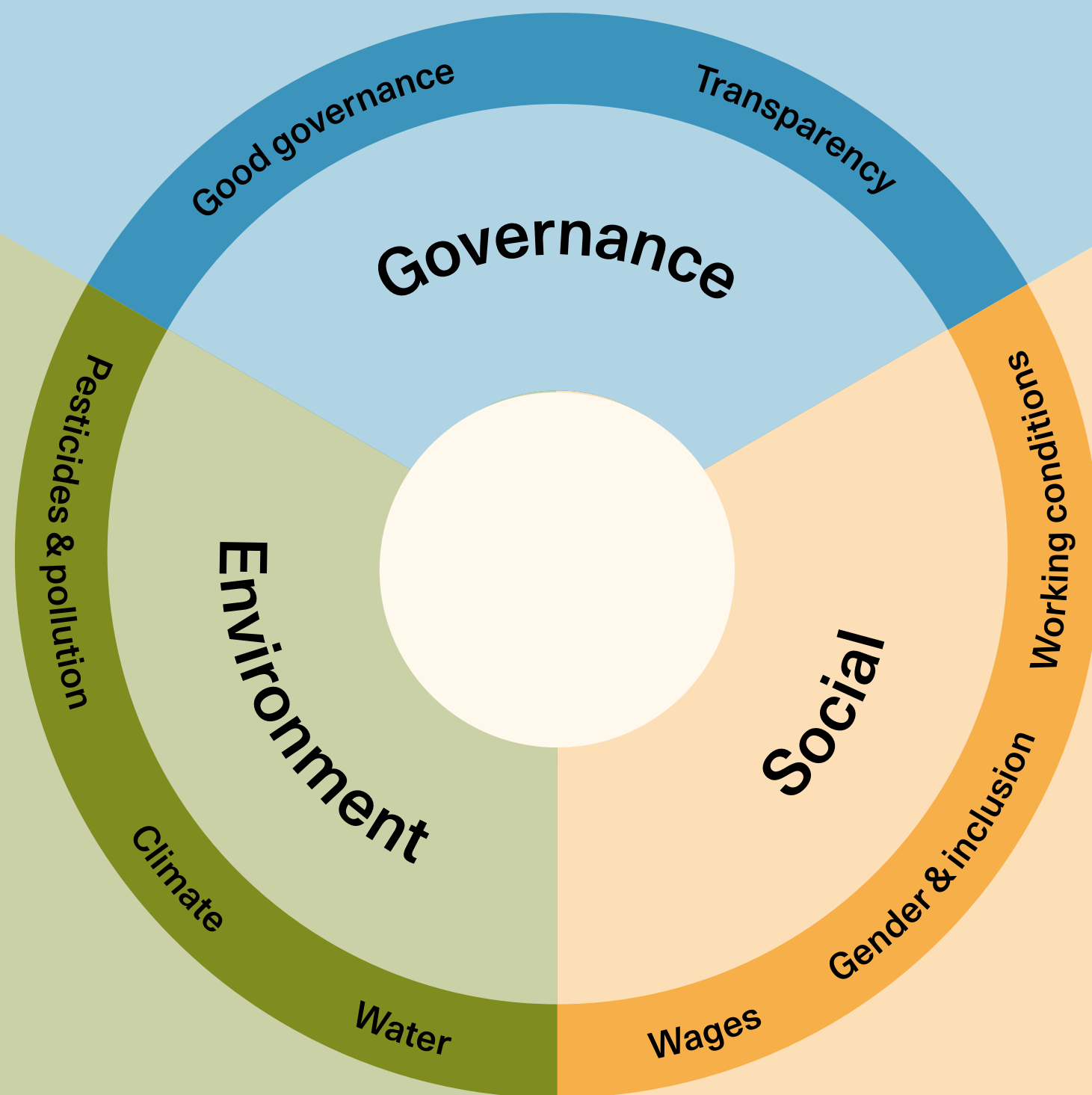


OECD

Certified



Corporation



Our Sustainability Compass

We've engaged with experts from academia, NGOs, suppliers and others to decide where best to focus our energies. Together with them, we've developed a sustainability compass.

This sets out our biggest priorities, in line with the United Nations Sustainable Development Goals. When it comes to the environment, we focus on climate change, biodiversity and water. In terms of our social sustainability, we focus on alleviating poverty and decent working conditions, as well as diversity, equity and inclusion.

Section 1

What's new

Building a business that benefits all



We're officially a B Corporation™

Certified

B

Corporation

Since the start, we've been a company that has cared wildly about people and the planet. So we couldn't be prouder that, in early 2024, we became a certified B Corp.

What exactly is a B Corp?
B Corp is a new kind of business. The 'B' stands for 'Benefit for all'. Simply put, it means we don't just operate to make a profit. We work towards high social and environmental standards to make a real difference. And we're not alone. We've joined a global movement of forward-thinking companies – like Patagonia, Aesop and Tony's Chocolonely – doing all we can to build a more sustainable future.

To become a B Corp, the non-profit network B Lab assesses every area of your business. From your products to your supply chain and your workplace. It's a rigorous process – and rightly so.

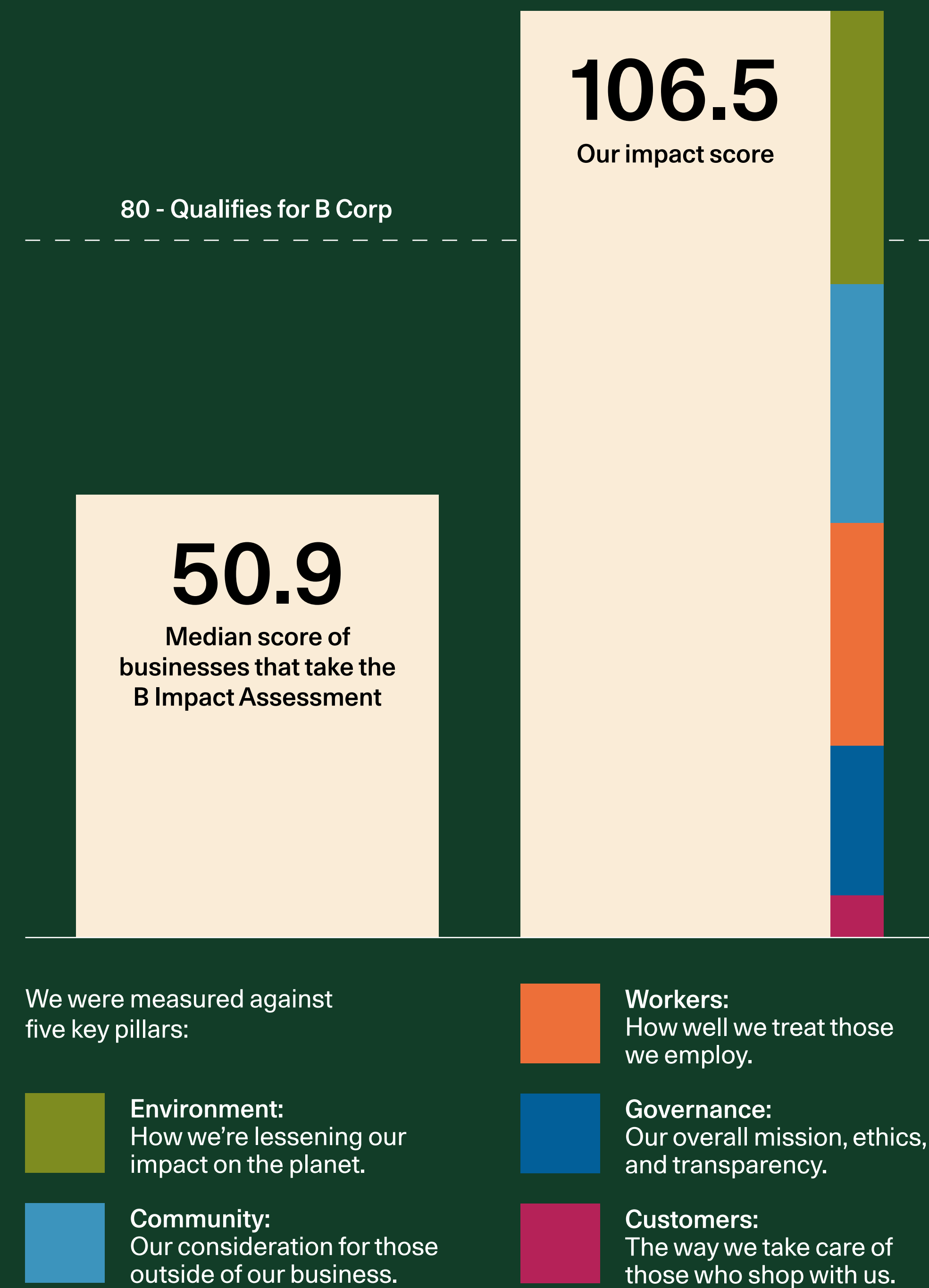
How we scored
We're thrilled to have achieved an impact score of 106.5 – way above the minimum required for certification (80 points) and the median score for all businesses that take the B Impact Assessment (50.9). It's a testament to all the hard work our team put in, day in and day out.

From Lucy, who cares about only sourcing flowers from responsible, community-focused growers. To Sibbe, who's keeping us on track to reach Net Zero by 2045. And Nelmari, who makes sure our packaging stays 100% recyclable or compostable.



“By being an active member of the B Corp community, Bloom & Wild sends a clear message to the rest of the industry: it's time to come together and make business a force for good, collectively serving critical social and environmental goals.”

Jacqueline Gunn, Head of Community at B Lab UK





We're part of the Better Business Act Coalition

For us, becoming a B Corp was always just the beginning. We're determined to keep the momentum going and bring our industry on the journey with us.

One way we're doing this is through the Better Business Act Coalition. In January 2025, we joined a collective of 3,000 other UK-based businesses calling for the government to amend Section 172 of the Companies Act.

As it currently stands, UK company law puts shareholder benefit first, which often results in directors and CEOs prioritising profit over everything else.

The collective is pushing for change. We want businesses to be **legally** required to balance the interests of *all* their stakeholders – their workers, customers, the wider community, and the environment – alongside their shareholders.

Prioritising people and the planet shouldn't be a choice. It should be the standard for every company in the UK. And we aren't alone in thinking this way.

76% of people in the UK want businesses to be legally responsible for their impact*



"Bloom & Wild shares our vision for the future of business – where doing good is built in, not bolted on. That's why we're working together to make this the norm for every company."

Ros Holley, Director of Marketing & Communications at B Lab UK

*Source: Polling of 2081 UK adults undertaken by Yonder from the 3rd – 6th May 2024



Section 1

What's next

Building a business that benefits all

Doing business differently. For good.

Being a B Corp isn't a one-and-done thing. It's an ongoing pledge to keep innovating, improving our business operations, and embedding sustainability even more deeply into everything we do.

Each B Corp has to recertify every three years to make sure we carry on meeting B Lab's exacting standards. We don't just want to maintain our performance the next time around. Our goal is to continuously find ways to improve – many of which you'll read about in the rest of this report.



Section 2

What's new

Reducing our carbon emissions





We're designing our bouquets to a 'carbon budget'

We have big plans to reach Net Zero by 2045.

We're already CO₂ Reduction Certified through Anthethis Group. And we've been checked by an independent carbon auditor for additional confirmation. For every bouquet our customers buy, we reduce its carbon footprint by choosing low-impact materials, in-house efficiency measures, and renewable energy. We also invest in external offsetting projects (VCS or GoldStandard accredited).

But Net Zero goes beyond this. It means we plan to reduce our emissions in line with the Paris Agreement – 50% by 2030 and 90% by 2045, which we're on track to achieve. What we can't reduce, we offset (as a final resort) using carbon removal credits.*

These credits are important in their own right. The goal of the Paris Agreement is to limit the increase of global temperatures to 1.5°C. But we – as a planet – can't do that without also removing 10 billion tons of carbon from the atmosphere each year, by 2050. So it's important that businesses are investing in systems to support this now.

To keep ourselves accountable on the road to Net Zero, we've created a 'carbon budget' for each of our bouquets. **And we're the first in the industry to do this.**

We've gone to obsessive levels of detail to map the carbon footprint of each stem we use. These calculations factor in several things, like where they're grown, how they're transported, and the sustainable innovations within the supply chain.

Think of our carbon budget as a one you might use for your weekly shop. Our Flower team now factors in all of the data we have on our stems when they set about creating new designs. If a particular arrangement goes over that set limit, they'll make clever swaps to meet (or beat) it. All while still achieving the same aesthetic our customers have come to know and love us for.

And because we have punchy targets to hit, **we're reducing this budget by an average of 7% each year.**

Sticking to this budget over the years will be tricky unless we also innovate within our supply chain. Which is why...

*The Net Zero methodology is developed by the Science Based Target initiative (SBTi), which is coordinated by the World Resources Institute, United Nations Global Compact, WWF, and the Carbon Disclosure Project.

We've set sail on stems transported by sea

The Alejo – one of our bouquets made from 100% sea-freighted stems.

Finding the most carbon-efficient way to source (and then transport) our stems is an intricate process. But it's something we're determined about, as it currently makes up 84.3% of our total carbon footprint.

Our favourite kind of flowers are those grown outdoors in the UK and Europe. So, over spring and summer (when the weather is warmest), we strive to source plenty of these.

However, this just isn't an option during winter. And some stems, like roses and snapdragons, need hotter temperatures to flourish. In these instances, we turn to growers in regions like Africa and South America. This is because the sun-drenched environments mean it's extremely rare for our growers to use additional heating. So the footprint of these stems is significantly lower than if they were grown in a heated European greenhouse.

In fact, flying stems from a farm in Kenya typically has a 50-80%* lower carbon footprint than growing them in a heated British or European greenhouse.

When we do have to rely on flowers grown in heated greenhouses, we prefer those using more sustainable

practices (like geothermal energy). We'll only ever use those conventionally heated as a last resort.



"When it comes to sourcing, we approach it with painstaking detail. But we wouldn't have things any other way. We're committed to challenging the norm and following the data, so we're making the kindest choice every time we can."

Sibbe Krol, Director of Sustainability

Air vs sea: let's break it down

On average, our air-freighted stems produce between 200-300 grams of CO₂e each.

In comparison, these same stems would produce up to **90% fewer transportation emissions** each if shipped by sea. Their emissions are up to 95% lower than those grown in a heated greenhouse closer to home too.**

After several extensive trials – where we tested different harvesting and packing techniques to make

sure the flowers arrive looking their best – we're delighted to share that we've successfully introduced sea-freighted blooms into a number of our bouquets, as well as a selection of 100% sea-freighted bouquets.

For this first iteration, we've focused on stems that we use often and would have the highest CO₂ reduction – mainly roses and alstroemeria. But we have big plans to scale this over the next year (more on that later)."



"It's exciting to finally see sea-freighted flowers in our range. We've shown that it's possible to get our flowers from farm to front door with a much lower carbon footprint and still have them arrive in perfect condition."

Lucy Hook, Flowers & Plants Category Lead

*Source: M. Alig, R. Frischknecht, Life Cycle Assessment of Cut Rose Production in the Netherlands and Kenya, Fair Life Cycle Thinking, 2019.

**Source: BP4GG, Business partnerships as a force for good, September 2021

Meet The Maren

One of our first 100% sea-freighted bouquets. It's lined with stems that have the highest carbon reduction when transported by sea.

Butterfly carnation
73.9g CO²e

Alstroemeria
98.9g CO²e

Rose
65.9 CO²e

Average CO² produced if shipped by sea



Butterfly carnation
235g CO²e

Alstroemeria
238.7g CO²e

Rose
255.9g CO²e

Average CO² produced if flown by air

Our work towards a zero-emission future doesn't stop there

We've already taken some important steps that we continue to scale. Like:

Delivering over 1 million gifts by zero-emission carriers

Since our last report, we've more than tripled our annual zero-emission deliveries, from 300,000 to a staggering 1.09 million. We're proud to work with companies like XeroE and Royal Mail, who make many of their deliveries (or all, in XeroE's case) to your door on foot, by bike, or via electric van.

Growing our British blooms range

During spring and summer, you can find British-grown flowers like lilies, peonies, and tulips throughout our collection. We source these stems from farms less than 20 miles away from our main warehouse to minimise unnecessary carbon emissions.

We also brought back our much-loved 100% Organic Flowers for another year. They're grown on a family-run, biodiverse farm in Herefordshire without using pesticides, chemicals, or heated greenhouses.

But we aren't just looking at the impact of our flowers, packaging, and delivery. We also sweat the small things we do internally. And as a tech-first company, scrutinising the emissions caused by our equipment and systems was a top priority.

We saw a 42% decrease in CO₂ emitted by our PCs after switching providers to Framework. They're a smaller-scale manufacturer that aims to make their tech as durable as possible, using partially recycled materials. They actively encourage in-house upgrades and repairs as well, to prolong the machine's life even further.

We've seen a similar reduction (49%) by tweaking how we run our website. As we've grown as a business, so has our infrastructure. However, to reduce our footprint, we're now using more energy-efficient processors and only running our cloud servers when they're actually needed.

Where our organic flowers are grown in Herefordshire



Our beautiful British pink peonies



Over 1 million gifts delivered by zero-emission carriers





Section 2

What's next

Reducing our carbon emissions

Expanding our range of flowers transported by sea

Now that we've integrated our first sea-freighted flowers, we're determined to keep the ball rolling. We've set ourselves a target of having at least 8.5% of our total blooms transported by sea by the end of March 2026. And we plan to do this by onboarding – no pun intended – more and more of our farms in locations like Kenya and Colombia, and having more bouquets made from shipped stems.

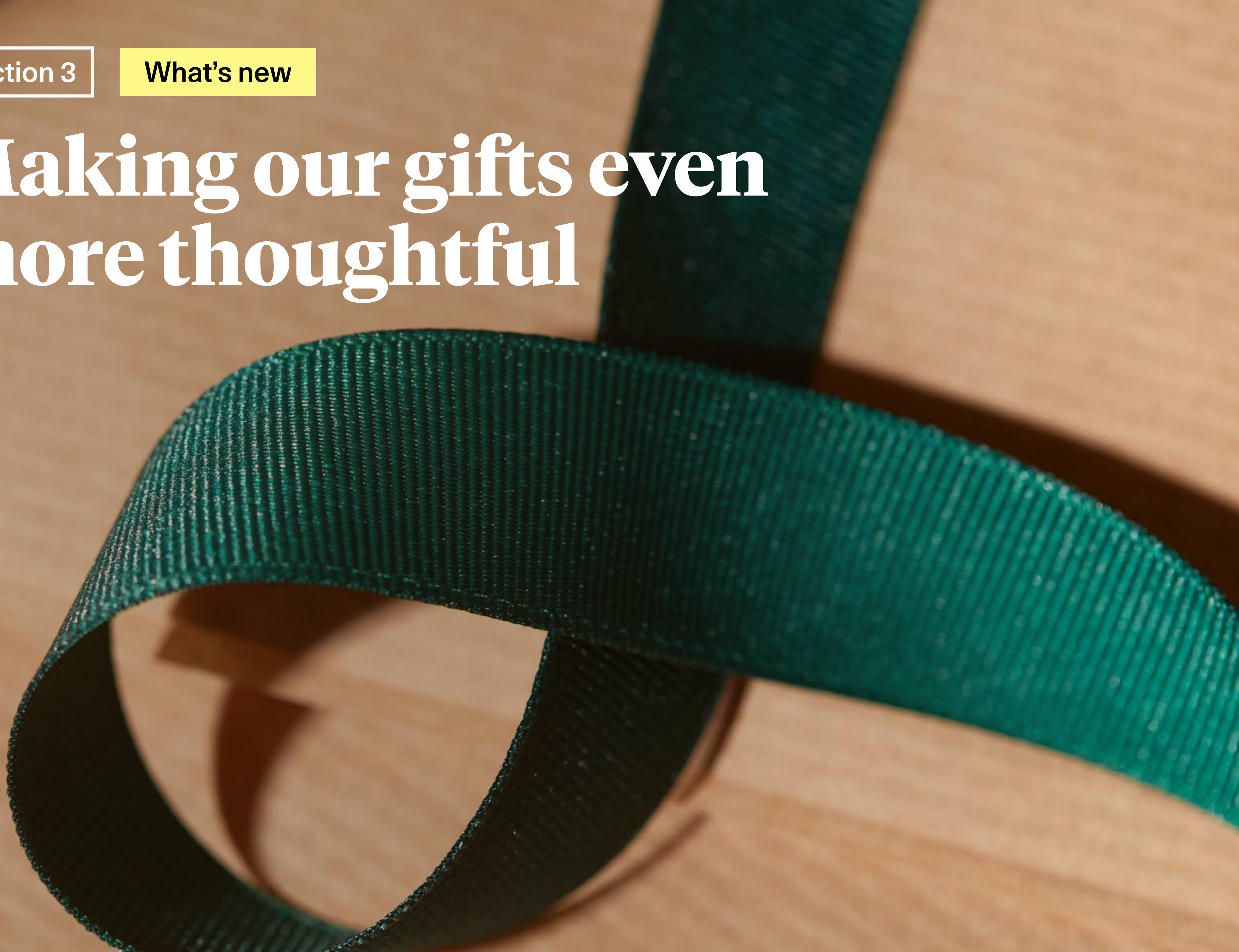
We're also looking at ways to make this possible for the blooms we sell in Germany. Trials have already started at our Netherlands-based sister company, bloomon. And since they share a warehouse with our German team, it's only a matter of time before we kick off in that region too.



Section 3

What's new

Making our gifts even more thoughtful



Almost 90% of our stems are sustainably certified

We believe our flowers and plants should make the best kind of impact. And not just on our customers, but also on the environment they're grown in and the growers themselves.

That's why we've been an active member of the Floriculture Sustainability Initiative (FSI) since 2022. The FSI is a global collaboration of NGOs, organisations that focus on the environment (like WWF and IDH), growers, and retailers (like ourselves), working to promote sustainable production and trade across the industry.

To do this, the FSI has created a "Basket of Standards", which is built on three core pillars:

- 1 Good Agricultural Practices**
Which makes sure growers are following proper farming methods.
- 2 Environmental Responsibility**
Which focuses on reducing the environmental impact caused by things like water use and pesticides.
- 3 Social Responsibility**
Which addresses good working conditions, fair wages, and worker health and safety.

The FSI uses these standards to check whether certifications within the industry are up to scratch. If a grower has been awarded a certification approved by the FSI, it shows they're ethically minded.

We set ourselves a goal to source at least **90%** of our flowers and plants from FSI-compliant growers by the end of 2025. **And we're well on track to reach that** – with the latest figures sitting at 85.9%.

The next step?

We're keen to hit 100%. Right now, that isn't always possible – even for stems that have really good sustainability credentials. Like tree branches we source through forest maintenance services. Or stems from smaller-scale organic growers. In some cases, the right sort of certification just isn't available. But we're looking at ways to get there over the next two to three years.



"At FSI, we value the open and forward-thinking collaboration with Bloom & Wild. Their team is truly committed to making a difference – proactively seeking out solutions that raise the bar for responsible floriculture. Together, we work towards a future where sustainability is the norm, and flowers bring joy without compromise."

Jeroen Oudheusden, Executive Officer at the Floriculture Sustainability Initiative





How we're taking our environmental efforts even further

We want to avoid there being any harmful substances on our flowers. So we've created a list of pesticides that strictly aren't allowed on our stems. It goes beyond those legally banned within the UK and Europe – it also includes 'unwanted' pesticides, provided by the World Health Organisation, as well as those unauthorised within the food industry.

We typically checked for these substances by sending samples of our stems to an external laboratory. However, we've recently introduced a preliminary test using an in-house machine. This allows us to do more frequent checks on a larger number of stems.

If we find any banned substances, our response is simple. **We stop using that stem.** But we also work with the grower to make sure it doesn't happen again.

We're also looking into any water-related issues our suppliers (and the countries they operate in) might be having.

In 2024, we started using the WWF Water Risk Filter, which highlights things like:

- 1** Physical risk – whether the region is facing water level stress, or if it's at risk of water depletion or flooding.
- 2** Regulatory risk – how well water is managed by local and national authorities.
- 3** Reputational risk – the view of water usage in an area (e.g. by local communities).



We've just started our deep dive into all the risks presented to us. One of which is water level stress (i.e. the imbalance of supply vs demand) in Spain.

To start, we're asking our suppliers in the region some important questions, like:

- Are they aware of these challenges (and if so, what are they doing about them)?
- Are local communities facing water shortages because of our stems?
- How can we work with them to lessen these risks?

We've seen great water-saving practices across our supply chain. Through these conversations, we hope to identify and share the long and short-term solutions we can directly influence. This could be anything from reevaluating the stems that require a higher level of water consumption to investing in local water projects.

An example of the latter is restoration work we're supporting near Mount Kenya. We've teamed up with the local community to protect the riparian zone (i.e. the riverbank) of the Sirimon River.

The project involves removing invasive species, replanting local trees, and hanging up bee hives. Once finished, the result will be less erosion and pollution, and better biodiversity. The community also gets to harvest any fruit or honey produced.

You're helping us save a bunch more stems

We hate waste. Especially because it's such a big problem within our industry, given the nature of our gifts.

To combat this, we haven't sent a single stem to landfill since 2015. And we've achieved this through a few different initiatives, including smart forecasting (so we only ever order what we think we'll need), holding special sales when we have slightly too many stems, and donating any leftover flowers or food to charities like Floral Angels and FareShare.

We know how much it means for our customers to be sustainable too. That's why we've introduced two bouquets that cut down on waste and can be sent for an extra-special price – helping you do your bit while you care wildly.

The Lovely Leftovers Bouquet – A unique pick-and-mix of surplus stems, thoughtfully selected from across our range.

The Surprise Pick – One of the beautiful hand-tied bouquets we have a few too many of that week.

With your help, we've saved almost 28,000 bouquets (and counting).

The Lovely Leftovers Bouquet



The Surprise Pick

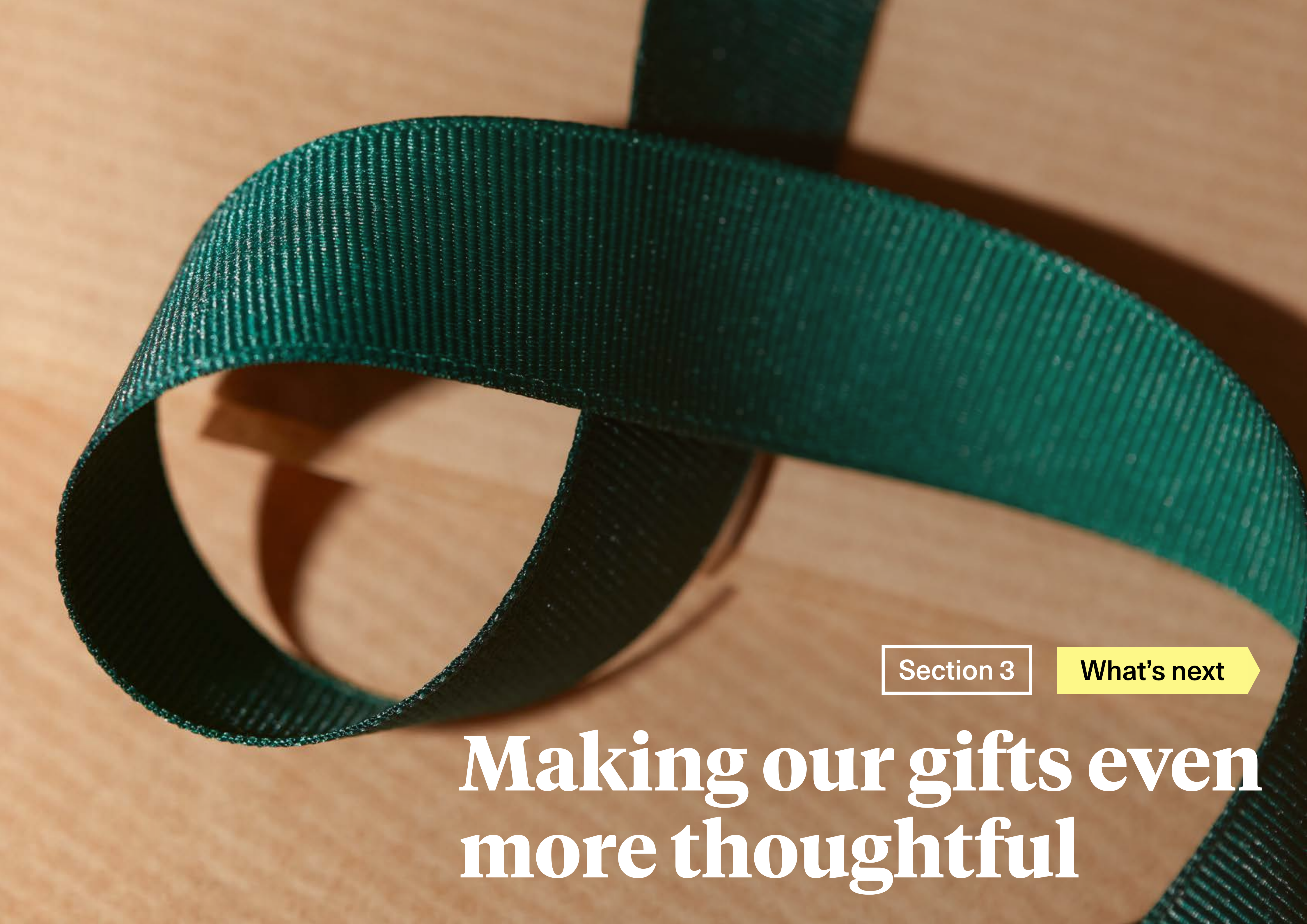


We're making sure our other gifts are just as kind by partnering with brands that are also committed to creating a more sustainable future. From The Chocolatier, who source their cacao ethically through regenerative agroforestry practices. To Daylesford Organic, who've committed to farming organically and operate using 100% renewable energy. And Elizabeth Scarlett, who donate 2% of their sales to wildlife conservation.



Almost a quarter of our partners are fellow B Corps





Section 3

What's next

**Making our gifts even
more thoughtful**

The Stevie



A new way to care: our first Fairtrade flowers

We're incredibly excited to announce that our first-ever range of full bouquets with 100% Fairtrade flowers is now live on our website. When you purchase one of these bouquets, you're helping create a positive, lasting impact for the communities that grow them.

To be Fairtrade, a flower must be grown on a farm that adheres to strict social, economic, and environmental standards. The growers also receive a *Fairtrade Premium*, which is an extra amount of money on top of the price they sell their stems for. This is a communal fund that goes directly to the workers, which is then invested into projects that benefit the community.

Through this, Fairtrade hopes to address challenges within the industry and improve working conditions.

Some of the initiatives supported by the Fairtrade Premium include:

- 1 Better education**
The funds can be used towards bursaries for students, partial sponsorship programs for workers' children, and support for kids with special needs.
- 2 Improved infrastructure**
Like building and renovating classrooms, providing them with the necessary equipment, and renovating public health offices.
- 3 Worker and family support**
Money can be set aside for disaster relief, medical emergencies, or to help construct low-income housing.

So far, there are two bouquets in the collection: The Roya and The Stevie. And we have plans to increase this over the coming months – so keep an eye out.

We're making our packaging smaller (and thinner)

We frankly put a lot of thought into our packaging. Because we know the magic of a Bloom & Wild delivery starts from the moment it arrives at your door. But we also want to make sure nothing wasteful remains after you've unboxed your gift.

If you've read our last report, you'll know that our boxes (and the stickers, kraft paper, leaflets, and ribbons inside them) are 100% recyclable or compostable. We've worked hard to get our packaging to a 'green' rating (the highest for recyclability), based on standards set out by the government.

However, to go that extra step further, we're investigating ways to tweak our packaging so we use less of it in the first place.

Here are some of the ways we plan to do that:



Smaller packaging

We've already reduced the size of a number of our boxes, but we hope to do this across our entire range. A more snug fit removes the need for paper filler with the gifts that are fragile. It also decreases how much cardboard we ultimately use.



Lighter materials

We're rolling out recycled liner within our flower, plant, and gift boxes. While there are the obvious sustainability benefits, it means our gifts will be lighter to send, which lowers the amount of CO₂ produced during shipping.



Smarter construction

By shifting to boxes with pre-glued points, we'll use less cardboard (compared to our current design, which needs to be manually folded) and reduce the time it takes for our warehouse teams to assemble them. A win-win for efficiency and sustainability.



Better design

We're looking into how we can optimise the fluting of our boxes (in other words, the corrugated middle layer), so we use less material while providing the same level of protection.

Section 4

What's new

Caring wildly for our community



We've raised over £800,000 for charity

And we couldn't have reached this incredible amount without the support of our customers.

As you may already know, we have four long-term charity partners:



Carers Trust

A charity that works tirelessly to aid unpaid carers and raise awareness of all they do.



Rewilding Britain

An organisation that's dedicated to tackling the climate emergency and extinction crisis, reconnecting people with the natural world, and helping communities thrive.



LGBT Foundation

They've made it their mission to empower LGBTQ+ people to realise their full potential, every day.



Blueprint For All

They aim to create an inclusive society in which everyone, regardless of their race, ethnicity, or background, is able to thrive.

Across the year, we're able to give back to these amazing charities through the sale of a specially-designed greetings card. £1 from each one sold is shared between them.

The design for our 2025 charity greetings card



The Hope

We also support our charity partners in other ways:

Limited-edition gifts

We regularly use our gifts as a way to raise even more throughout the year. Take The 100% Organic Flowers as an example. When they're back in season over spring and summer, we donate £1 for each one we sell to Rewilding Britain.

Our donations are used as part of initiatives like their Innovation Fund, which aids the development of different rewilding projects. Some of the most recent to benefit from the fund are the Langholm Initiative, who successfully championed a community buy-out of the Tarras Valley, which they hope to restore for future generations. And the Youngwilders, who used their funding to host a Youth Rewilding Summit.

Each Mother's Day since 2023, we've teamed up with Tommy's, the UK's leading pregnancy charity. They offer support to anyone, at any stage of their pregnancy journey, while carrying out groundbreaking research into baby loss. They know better than most some of the complex emotions that surround Mother's Day. To help them continue everything they do, we introduced The Hope bouquet. Again, £1 from each sale goes to them.

**Tommy's**

Physical donations

As a company that helps people reach out from afar, we know how important it is to stay connected with those you care about most. For many of us, it's as simple as sending a text. But for those without access to the proper tech, it can get more difficult.

So, we've begun donating our pre-loved laptops to charities like Blueprint For All, which they then pass on to school children who need them the most. Not only does it mean they can stay connected to the world around them, but it also helps them continue their studies outside of school hours. So far, we've donated about £13,000 worth of laptops.

Mentoring

Female empowerment is something that lies at the heart of our business. After all, many of our customers are women sending gifts to other women. And internally, we're incredibly proud that 61% of those in our senior leadership team are women.

For two summers in a row, we've worked closely with The Women's Association. It exists to address the gap between aspiration and achievement experienced by women and girls. To support their mission, a number of our team members have provided six months of one-on-one mentoring, helping to guide these girls before they enter the working world.



One of our mentors speaking on a panel hosted by The Women's Association

We're continuing to build a diverse team

We've worked hard to make Bloom & Wild a place where everyone feels safe to be themselves. And we're constantly looking for new ways to create a more diverse and inclusive environment.

Years ago, we set ourselves the ongoing target of shortlisting at least 1 in 4 candidates from an underrepresented background. So we're incredibly proud that over 33% of our Tech & Data team identifies as female, which is well above the industry average of 25%.

As mentioned in our last report, tech is a sector that has generally lacked representation from the most marginalised groups. But, to help make the industry more accessible, we've continued our support for Motherboard. Through this charter, we pledge to drive tangible change for mums working in tech by sharing best practices and building a workforce that better reflects the diversity of the wider population.

We're also proud to be a corporate ambassador for SheCanCode, an international community dedicated to closing the gender gap in tech. This means we help ensure that access to their resources remains free for all. We assist the community through mentoring, events, and advocacy too.

Separately, we've been working hard to strengthen a sense of belonging across our team. It's mandatory for all managers to take unconscious bias training. And more recently, we introduced a practical, neuro-inclusive management session. It's designed to help our leaders effectively approach different workplace scenarios (like informal disclosures).

This came as a direct ask from our Champions network, an internal group and safe space for employees to discuss all things diversity, equity, and inclusion.



"The most beautiful bouquets consist of a variety of flowers. The same goes for the people in our teams – the more diverse, the better the team. We're putting targeted efforts into creating a warm, diverse, and inclusive culture, where everyone feels like they belong."

Fiona Mullan, Chief People Officer





Section 4

What's next

Caring wildly for our community

Skill-sharing with our Kenyan community

We wouldn't be where we are now without the growers who cultivate our stems. And while they may sometimes live thousands of miles away, we want to boost our connection with them in any way possible.

So, earlier this year, we hosted a virtual project management workshop for a group of Kenyan graduates. The session gave them a clear, hands-on plan for managing their own projects in the future and equipped them with the essential documents to kick things off. And we got some really positive feedback.

So, we see this first session as just the beginning. There are already plans in the works for the second session, which we aim to host in early 2026. And we have high hopes that this will become an ongoing thing, boosting our connection with the Kenyan team.



Our Director of Sustainability helping to plant trees in the Mount Kenya region

A message from Sibbe Krol, Director of Sustainability

Thank you for reading our report. It's a comprehensive look at the progress we've made. But it's also an honest reflection of the complexity of our industry. We know that achieving our goals requires constant innovation and a willingness to tackle problems head-on alongside suppliers and partners who are just as committed.

This year, we've proven that big change is possible by:

- Designing our bouquets to a carbon budget – a first for the flower industry.
- Successfully transporting a portion of our stems by sea, resulting in up to a 90% reduction in their emissions.
- Working with close to 90% FSI-compliant growers.
- Investing in the communities around our growers by launching our first-ever UK range of full bouquets with 100% Fairtrade flowers and supporting local restoration projects.

While we're proud of this progress, we know there's more to do. The journey to a truly sustainable flower industry is a marathon, not a sprint, and we have many challenges ahead. But we want to bring you along every step of the way. You'll hear more regular updates via email or on our social channels.

Your voice matters to us. So if you have any questions or suggestions, please do get in touch with us here: bloomandwild.com/contact-us

Sibbe